



Expenditure Plan Public Input and Outreach Process

March 2016 - June 2016

PURPOSE

As the Los Angeles County Metropolitan Transportation Authority (Metro) plans for future growth and transportation needs, educating and engaging the public about Metro's Long-Range Transportation Plan (LRTP) is essential. This plan is designed to guide Metro's public input and outreach process about the draft Expenditure Plan as part of the overall LRTP Education Program.

SITUATION ANALYSIS

Metro is updating its LRTP to improve mobility and quality of life for all Los Angeles County residents. The plan aims to provide a balanced transportation system that positions the county for future growth. The LRTP will articulate the transportation priorities for Los Angeles County for the next 40 years. The foundation for the updated LRTP is a draft Expenditure Plan that identifies major highway and transit projects evaluated and sequenced based on performance metrics, including project costs and schedules through 2057. The draft Expenditure Plan will also include projects to connect the region and enhance goods movement; active transportation; ADA/paratransit services for seniors and the disabled; transit assistance for students; investments to fund bus and rail operations; ongoing system maintenance and repair; and benefits at the local level.

Development of the draft Expenditure Plan has occurred through a bottoms-up process of collaboration with regional stakeholders including the councils of governments (CoGs) from the county's nine sub-regions. Metro will continue this coordination to get the various stakeholders' feedback on the draft plan.

Upon release of the plan by the Metro Board, the roadmap to educate the public about the draft Expenditure Plan and provide opportunities for public input will occur through four main sectors of the community: Elected Officials Engagement, Key Stakeholder Engagement, Public Engagement, and Media Engagement.

ELECTED OFFICIAL INPUT/ENGAGEMENT

Metro Board members and staff will continue to collaborate with local, state and federal elected officials and their staffs to continue the regional dialogue about the Expenditure Plan.

- **Local Officials** – Community and Municipal Affairs will continue with the team’s “88 Cities” project including briefings with city leadership and staff and the LA County Division of California League of Cities. Community and Municipal Affairs will also encourage the cities to take a position on the Expenditure Plan that can be shared with Metro’s Board through resolutions. Metro’s “88 Cities Project” was developed to strengthen the important relationships between Metro and the county’s cities, and further connect them to Metro’s regional planning efforts. This established process is an obvious way for staff to guide the cities through a coordinated approach to share their formal positions on the Expenditure Plan and potential ballot measure with Metro officials.
- **State Officials** – Metro’s Government Relations Team has continued to keep members of the Los Angeles County’s State Senate and Assembly Delegation and their staffers updated on the status of the Potential Ballot Measure (PBM) and will now expand that education to include the draft Expenditure Plan. The team continues to provide briefings and attend transportation forums in the county at the request of state elected officials. Staff will conduct a series of briefings in Los Angeles and Sacramento for members of the Los Angeles County State Senate and Assembly delegation specifically related to the Draft Expenditure Plan and next steps in the public input process. Government Relations is also leading the process to get the Potential Ballot Measure certified for the November ballot if the Board approves the plan.
- **Federal Officials** – Metro’s Government Relations Team has been and will continue to keep members of the Los Angeles County Congressional Delegation and their staffers updated on the status of the Potential Ballot Measure. The team is holding briefings in Los Angeles County and in Washington, DC with congressional aides to provide a detailed update on the status of the future transportation plan process, and will now extend that effort to educate about the Expenditure Plan and the next steps in the public input process. Government Relations will continue to provide frequent updates to members of the Congressional Delegation and their staff.

KEY STAKEHOLDER ENGAGEMENT

In continuing with the bottoms-up process Metro has established with the various key stakeholder groups of LA County, staff will continue to collaborate with regional partners such

as the Councils of Governments (CoGs); the business community; labor and environmental groups; community organizations, faith-based groups and other regional entities.

- **Stakeholder Group Briefings** – Briefings with key stakeholder groups to present the Expenditure Plan and solicit feedback.
- **Community Presentations** – Speakers' bureau to provide widespread community and stakeholder presentations to educate the region about the Expenditure Plan.
- **CEO LRTP's Newsletter** – Continue CEO's monthly LRTP Progress Update to stakeholders.
- **Regional Communicators Briefing** – Briefing with key communications professionals from agencies across the region to share information that they can push out through their communication channels.
- **Messaging Toolkits** – Information, graphics, pre-written social media posts and articles, and talking points to assist partner organizations in messaging the transportation plan.
- **Influencer Marketing** – Encouraging key influencers to help frame the understanding of funding transportation planning and investment through thought leadership communications.

PUBLIC INPUT/ENGAGEMENT

Engaging the public will be a major component of the input process. Metro will implement various feedback mechanisms to solicit the public's opinions and perspectives on the long-term mobility plan for the region. Public polling, focus groups, public meetings and telephone town hall meetings will be part of the input gathering process to ensure that Metro aligns its future transportation plan with the priorities of the public.

- **Public Meetings** – Community Relations staff will plan and host nine (9) community meetings around the county and one (1) virtual community meeting. These meetings will happen in April with weekday meetings occurring in the evening, and one traditional meeting and one virtual meeting each happening on a Saturday during the day.
- **Telephone Town Halls** – Community Relations and Public Relations staff will plan and host 13 one-hour telephone town hall meetings in May – one in each Board director's geographic area. These will occur in the evening with the goal of holding two per evening to streamline resources.
- **Website Engagement** – Staff will update the "Metro Eases Traffic" section of the Metro website as the draft Expenditure Plan process evolves. The Marketing team will develop

different maps to reflect the projects proposed through the life of the Expenditure Plan. Throughout the public input process, the public will be able to submit comments through the website, which will be compiled and evaluated as part of the overall input process.

- **Social Media/Digital Outreach** – The Metro Social Media team will continue to implement the current campaign that features a series of animated graphics highlighting favorable but lesser known programs, services and investments that Metro provides to the region. Additional social media feedback mechanisms will also be utilized.
 - Social media tools to capture comments and questions about the plan.
 - Micro-targeted content highlighting current investments at the local level and promoted within those communities via Facebook and native advertising.
 - Video vignettes of personal stories highlighting common transportation issues and the potential impact of cornerstone projects from the draft Expenditure Plan, promoted via Facebook native video and YouTube.
 - Targeted promotion of public meetings and telephone town halls via Facebook.
 - Informal polls and feedback via Facebook and Twitter.
 - Frequent articles on Metro’s blog, *The Source*, explaining the LRTP process, the expenditure plan and the programs and projects to receive funding. *The Source* will also continue to provide daily media headlines, providing us with the chance to steer readers to outside coverage about the LRTP and PBM and to offer information, context and visuals that voters may find helpful.
- **Focus Groups** – Metro will hold several focus groups in April on proposed transportation improvements.
- **Public Poll** – In May, Metro will conduct a public opinion survey to seek the level of support for additional local investment to fund proposed transportation improvements.
- **Crowdsourcing** – Community engagement through crowdsourcing – online efforts to tap into the collective intelligence of the public at large, enabling Metro to gain deeper insight into their wants and needs.
- **Progress Milestones** – Metro will continue to showcase the visible signs of progress being made through local investment.
- **Community Events** – Staff will have a presence at major community events to share information about the plan and give the public an opportunity to comment.
- **Quality of Life Benefits** – Staff will roll out the results of the Quality of Life (QoL) Report and communicate the real benefits already occurring across the county through transportation investment. The QoL Report will be presented in May.

MEDIA ENGAGEMENT

Traditional and online media are important partners in sharing information about Metro. The media will play an essential role in helping to educate the public about Metro's future transportation plans. Therefore, Metro staff will utilize a number of tactics to engage the media.

- News media briefings
- Editorial board briefings
- Press releases
- FAQs
- Television and radio public affairs programming
- Opinion editorials/guest columns
- Newspaper and digital ads promoting public meetings
- Proactive pitching of news story ideas from the QoL Report
- Metro Motion Cable TV Program coverage
- Metro Briefs

SCHEDULE OF MAJOR ACTIVITIES

March

- Update Metro website with Expenditure Plan information
- Begin elected official briefings
- Begin stakeholder briefings
- Hold regional communicators briefing
- Hold media briefings
- Send news release on public input opportunities
- Schedule public affairs programming opportunities
- Begin community presentations
- Publicize public meetings
- Begin promoting public input opportunities
- Begin social media/digital outreach
- Request city resolutions through "88 Cities Project"

April

- Hold public meetings
- Hold focus groups

- Promote telephone town hall meetings
- Begin social media polls and feedback
- Encourage city resolutions on PBM

May

- Hold telephone town hall meetings
- Conduct public poll
- Showcase results of Quality of Life Report
- Staff information booth and take comments at Crenshaw/LAX Halfway Event
- Compile public input
- Compile city resolutions

June

- Report public input
- Report public and social media poll results
- Send news release on Board's decision